

## RUMER'S Ten Day Special Sale

Ladie's Tailor made suits, Jackets,  
Skirts and Waists. Men's Suits,  
Overcoats and Underwear . . .

YOU WONDER HOW WE  
MAKE THE LOW PRICES?

### CASH DOES IT

Call and be Convinced that

## RUMER sells for LESS

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# ADVERTISING!

Our Advertising has Always Paid Us for the Simple Reason that

## WE ALWAYS "DELIVER THE GOODS"

We never ask you to take "something else, just as good." Our goods are good, they are new and they are underpriced. Some stores prefer old goods. We have no old shelfworn goods at any price. We will continue to sell the new up-to-the-minute kind at less money than others get for the other kind. \$ \$ \$ \$ \$ \$ \$ \$

Every Bargain is on the  Here

Twenty styles of fine Worsted Suits, non breakable fronts, padded shoulders, fine fitters, \$15.00	<b>\$12.50</b>	<b>THE TIGER HAT, In New Styles....</b>	<b>\$3.00</b>	Extra Heavy Black Shirts, for Men. (good for Railroad and Shopmen)...	<b>50c</b>	Union made Corduroy Pants, the "don't rip" kind, per pair.....	<b>\$1.75</b>
Our Imported heavy Beaver Overcoats, well made, substantially trimmed, are worth \$15.00, now on sale at	<b>\$12.50</b>	Fifty dozen Men's Fine Black, Brown and Tan Sox to be sold at 3 pairs for	<b>25c</b>	<b>Hawes Celebrated Hats</b>	<b>\$3.00</b>	Boy's All Wool 3-piece Suits, Bargains at.....	<b>\$3.50</b>
<b>Men's Warm Ulsters</b>	<b>\$4.95</b>	We bought 100 fine Umbrellas bar-gains at	<b>\$1 Each</b>	<b>The Famous Douglas Shoe at Factory price.....</b>	<b>\$3.50</b>	Men's Army Blue Double Front and Back Flannel Shirts worth \$2.00.....	<b>\$1.25</b>
Boy's Overcoats, nicely made and durable, with capes.....	<b>\$2.50</b>	<b>At \$9.85</b>	A Fine Black Dress Suit, Color, Make, Style and Durability guaranteed.	<b>25 PER CENT DISCOUNT On Boys Fine Norfolk Suits</b>		<b>Stetson Hats from</b>	<b>\$2.85 Up</b>
Heavy Fleece Men's Shirts and Drawers.....	<b>39c.</b>	Boy's Heavy Fleece Lined Shirts and drawers.....	<b>25c</b>	Hand made, ready-to-wear, in large variety of fine patterns, such goods as tailors ask \$30 for—OUR PRICE...	<b>\$18.00</b>	Dr. Wright's Famous Health Underwear at, per garment.....	<b>\$1.00</b>
		Boy's Knee Pants, Heavy Goods at	<b>25c</b>	A good, substantial Oxford Gray Melton Suit, greatly underpriced at.....	<b>\$5.00</b>	Blanket Lined Black Duck coats....	<b>98c</b>
		Little Fellow's Bib Overalls, Blue	<b>19c</b>				

Good advertising means genius. But the best advertiser in the world cannot turn 10-year-old clothing into this Fall's Style. Our business has made wonderful gains over last year. This means something—it means that

**We are Making Good Our Bargain Announcement**

It means further that we are selling **Dependable Merchandise at the Right Prices.** It means more yet—it means that we are holding the trade and making new customers.

**Our Guarantee is Broad**

**It is a "Money Back" Proposition**

**The Famous Clothing House**  
Two Doors South of Postoffice  
307 Box Butte Ave., Alliance, Neb.

No Old Goods or Rusty Prices Here + + +  
+ + + Get your tickets on the \$50 in Gold

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